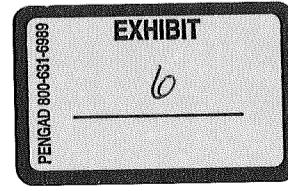
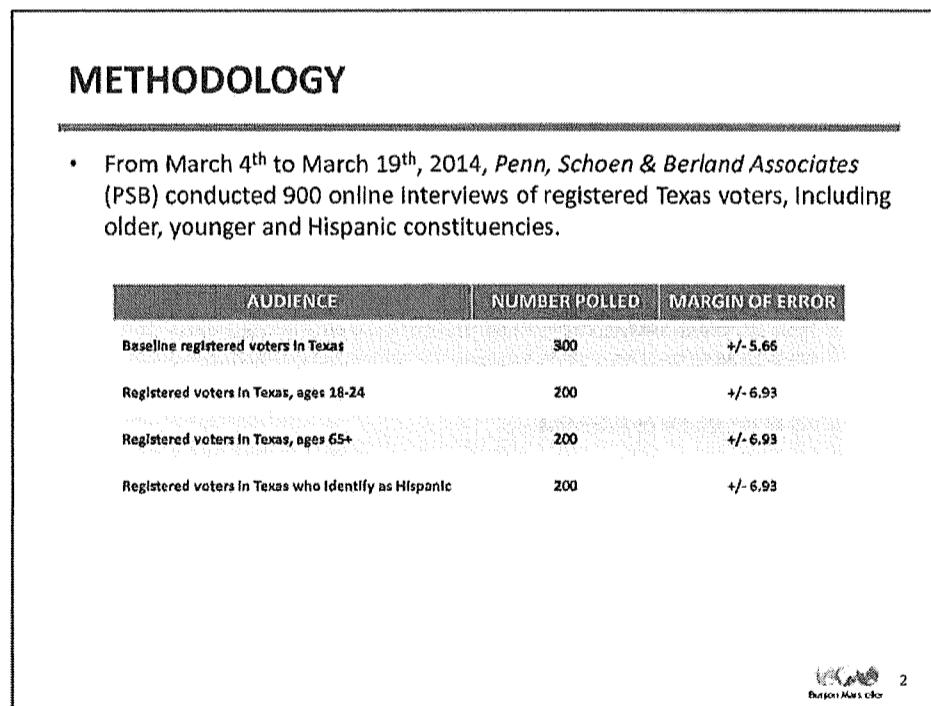
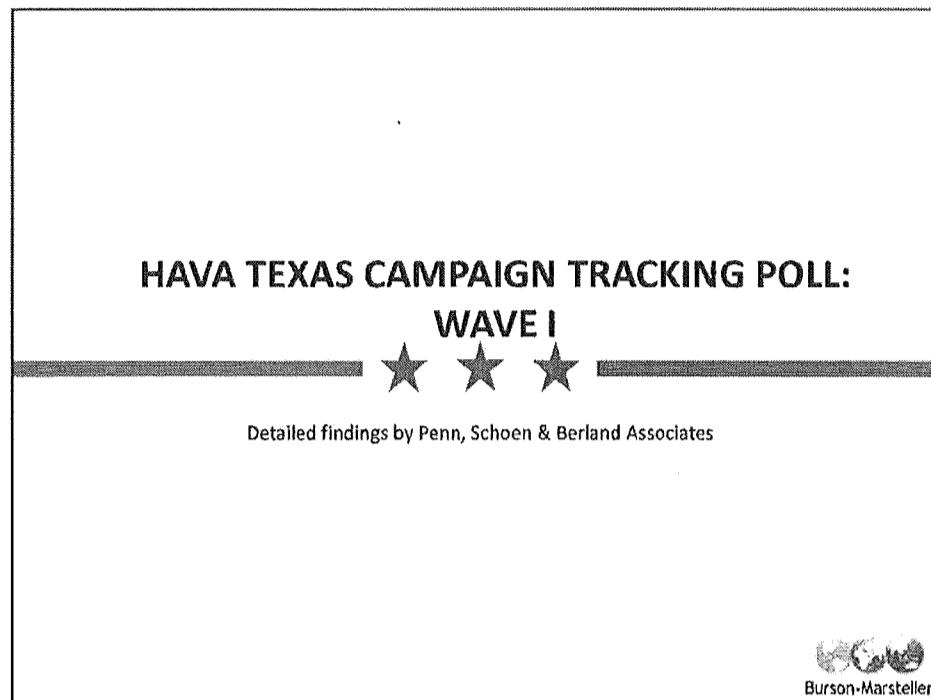


4/4/2014



4/4/2014

EXECUTIVE SUMMARY



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THE BIG TAKEAWAYS

- ① **AWARENESS OF VOTETEXAS IS COMPARABLE TO 2012.** Awareness of the VOTETEXAS campaign – including the website and ads – is low but comparable to the lead up to November 2012, though Hispanics and young voters are generally more aware.
- ② **THE ADS ARE IMPACTFUL, CAN BE USED TO DRIVE AWARENESS OF THE CAMPAIGN.** The VOTETEXAS.gov TV ad has a positive impact across audiences and was successful in motivating voters to visit the website for more information.
- ③ **YOUNG VOTERS ARE A KEY CHALLENGE.** Young voters lag behind other audiences in confidence with the voting process and knowledge of voter ID requirements.

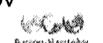
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KEY FINDINGS

- **THE 2012 CAMPAIGN WAS SUCCESSFUL AT REACHING HISPANIC VOTERS THROUGH SOCIAL MEDIA**
 - Awareness of the VOTETEXAS Facebook page among Hispanic voters grew by 16 percentage points over the course of the campaign and awareness of the Twitter feed grew by 14 percentage points
- **YOUNG VOTERS ARE THE LEAST CONFIDENT IN THEIR KNOWLEDGE OF THE VOTING PROCESS AND NEW VOTER ID LAWS**
 - Young voters are the most likely to lack understanding of steps in the voting process
 - Only half of young voters feel confident in their knowledge of voter ID laws compared to nearly 2 in 3 among voters of all ages in Texas
- **VOTERS ACROSS AUDIENCES ARE NOT AWARE OF VOTETEXAS.GOV**
 - Half of voters say that they are not at all familiar with VOTETEXAS.gov
 - Young voters are the most likely to be aware of VOTETEXAS.gov

 5
Benson Marsteller

TEXANS ARE POSITIVE ABOUT THEIR VOTING EXPERIENCE AND UNDERSTANDING OF THE PROCESS

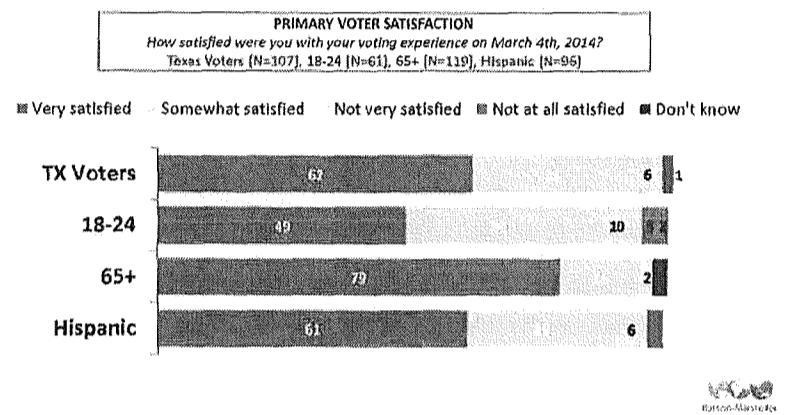
- **VOTERS ACROSS AUDIENCES THINK THAT VOTING IS IMPORTANT**
 - Over 9 in 10 voters in Texas consider voting to be important
 - Over 4 in 5 voters in Texas think that voting is important because it allows people to exercise their rights
- **MOST VOTERS DID NOT HAVE PROBLEMS VOTING WITH THE NEW VOTER ID LAWS IN PLACE**
 - Over 9 in 10 voters were satisfied by their voting experience during the recent primary
 - 3 in 5 say that information about voter ID laws is accessible to all Texans
- **VOTERS GET THEIR INFORMATION ABOUT THE VOTING PROCESS FROM WEBSITES, THE MEDIA AND FRIENDS AND FAMILY**
 - Over 3 in 5 voters say that they get their information about voting from websites

 6
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4/4/2014

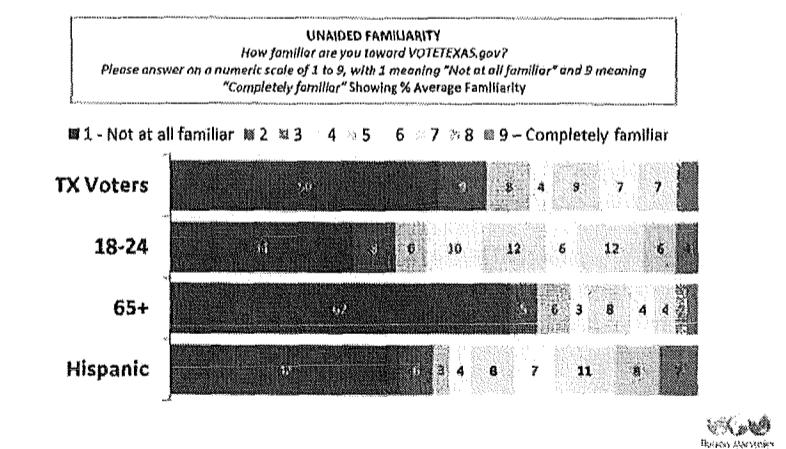
MOST WERE GENERALLY SATISFIED BY THEIR VOTING EXPERIENCES DURING THE PRIMARY ON MARCH 4TH

- Over 7 in 10 older voters say that they were very satisfied with their voting experience on March 4th
- Only half of young voters say that they were very satisfied with their voting experience during the primary



AWARENESS OF VOTETEXAS.GOV IS LOW

- Half of voters in Texas say they are not at all familiar with VOTETEXAS.gov
- Close to 2 in 3 older voters say they are not at all familiar

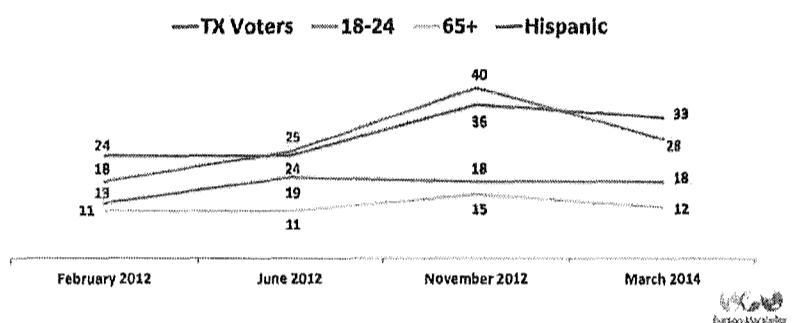


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THOUGH GENERAL AWARENESS IS LOW, HISPANIC AND YOUNG VOTERS ARE MOST LIKELY TO BE FAMILIAR

- Awareness of VOTETEXAS.gov improved around the general election in 2012
- Young voters and Hispanics have been impacted by information campaigns

UNAIDED FAMILIARITY OVER TIME
How familiar are you toward VOTETEXAS.gov? Please answer on a numeric scale of 1 to 9, with 1 meaning "Not at all familiar" and 9 meaning "Completely familiar". Showing % "Familiar" (Sum of 6-9)

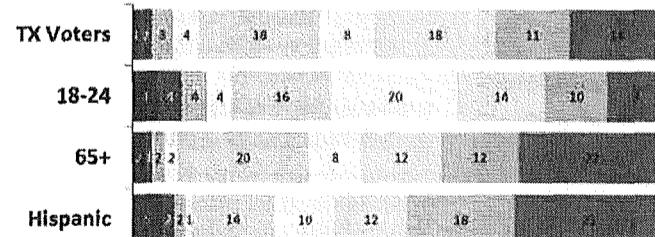


FAVORABILITY TOWARD VOTETEXAS.GOV IS HIGH

- Over half of voters in Texas say that they are favorable toward VOTETEXAS.gov
- Hispanic voters are the most likely to identify as favorable toward VOTETEXAS.gov

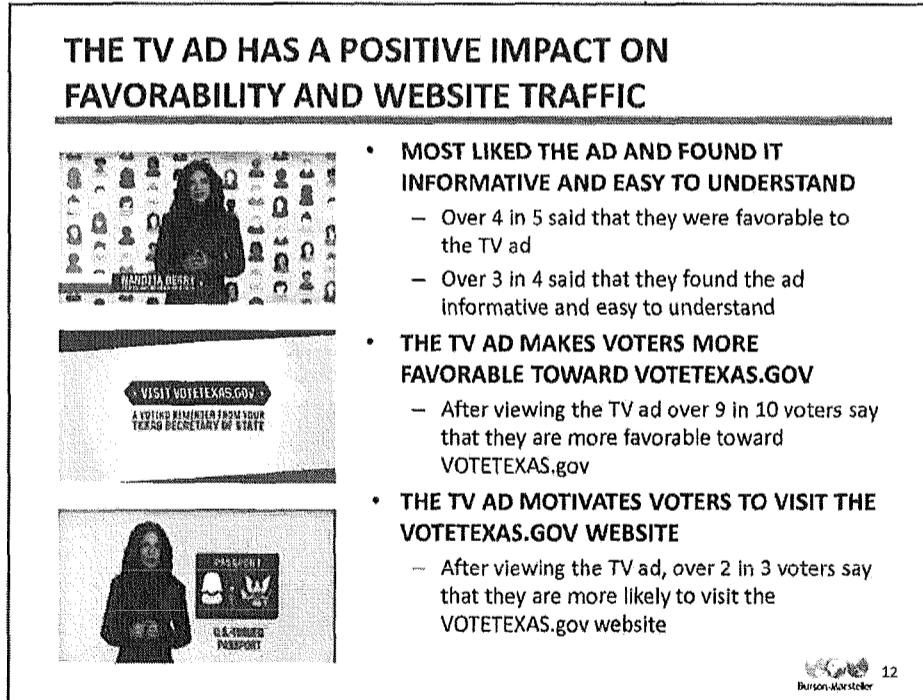
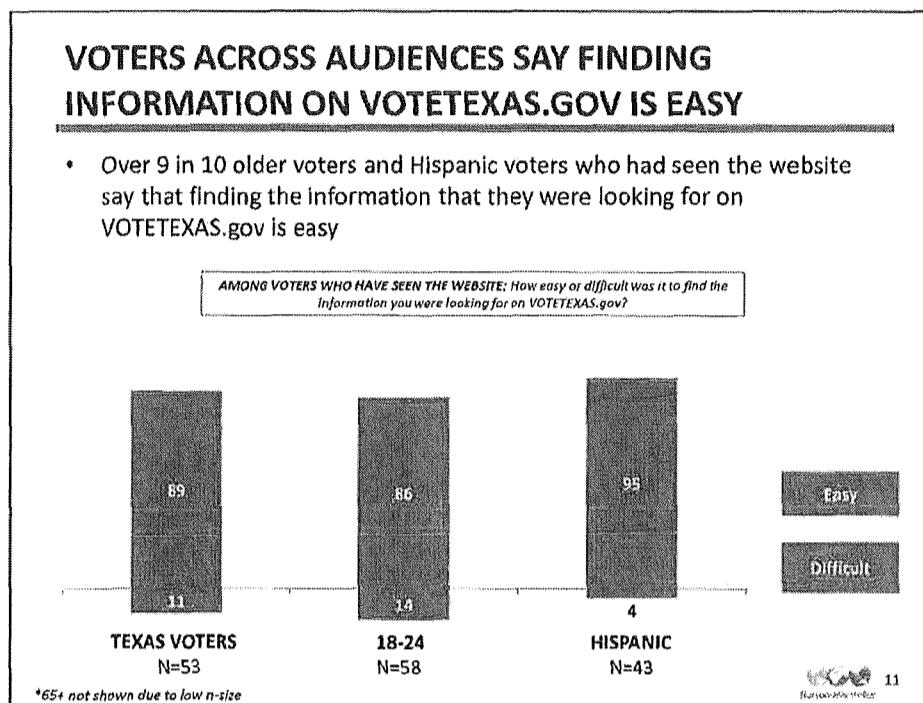
FAVORABILITY
How favorable are you toward VOTETEXAS.gov?
Please answer on a numeric scale of 1 to 9, with 1 meaning "Not at all favorable" and 9 meaning "Completely favorable". Showing % Average Favorability

■ 1 - Not at all favorable ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 - Completely favorable



10
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4/4/2014



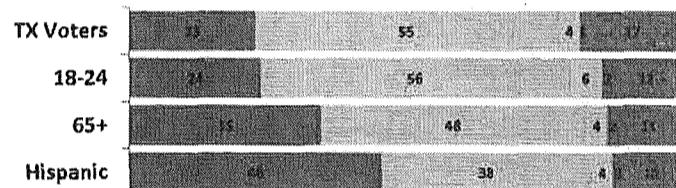
4/4/2014

THE AD IS EFFECTIVE AT BOOSTING FAVORABILITY FOR VOTETEXAS.GOV

- Across audiences, the TV spot makes voters generally more favorable toward VOTETEXAS.gov
- The ad has a particularly strong impact on Hispanic voters, over 2 in 5 of which say that the ad made them much more favorable toward VOTETEXAS.gov

AD IMPACT ON FAVORABILITY OF VOTETEXAS.GOV
How does this ad Impact your view of VOTETEXAS.gov? Does it make you...

■ Much more favorable ■ Somewhat more favorable ■ Somewhat less favorable ■ Much less favorable ■ Don't know



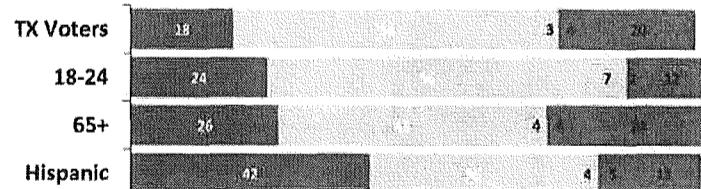
FORBES MARKETERS 13

AFTER VIEWING THE TV AD VOTERS SAY THEY ARE MORE LIKELY TO VISIT VOTETEXAS.GOV

- Hispanic voters are the most likely to visit VOTETEXAS.gov after viewing the TV ad, as over 2 in 5 say that they are much more likely to visit VOTETEXAS.gov after viewing the ad

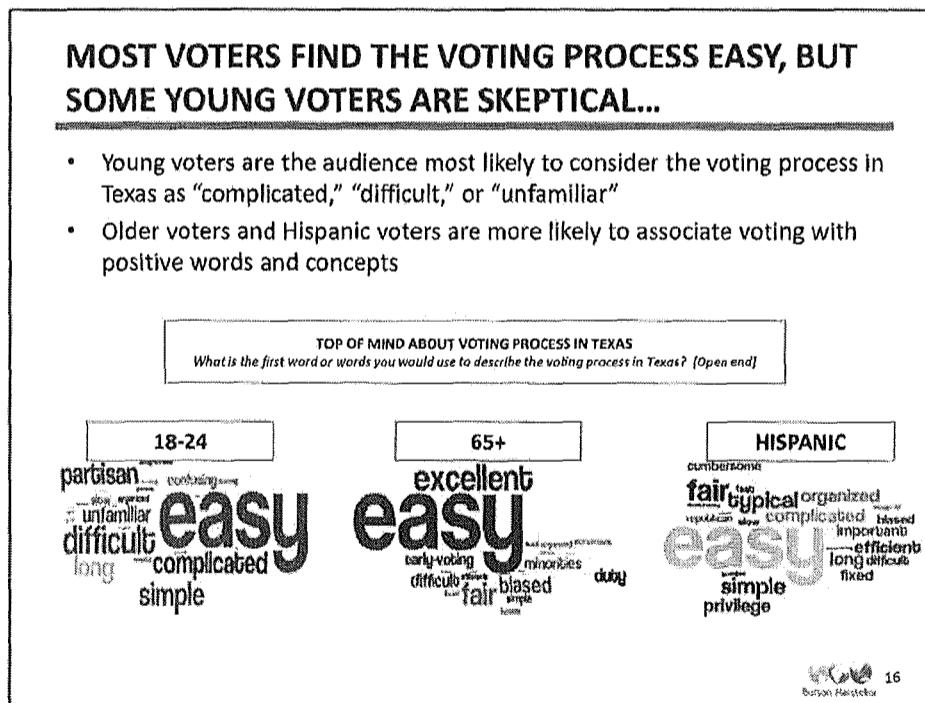
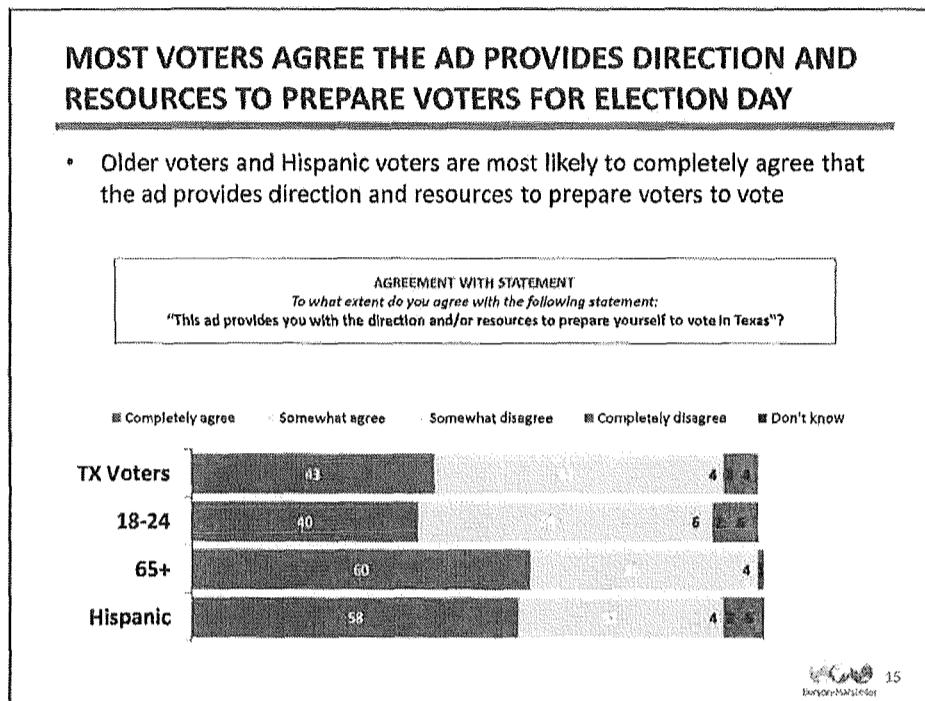
AD IMPACT ON VISITATION OF VOTETEXAS.GOV
After seeing this ad, are you more or less likely to visit VOTETEXAS.gov?

■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ Don't know



FORBES MARKETERS 14

4/4/2014

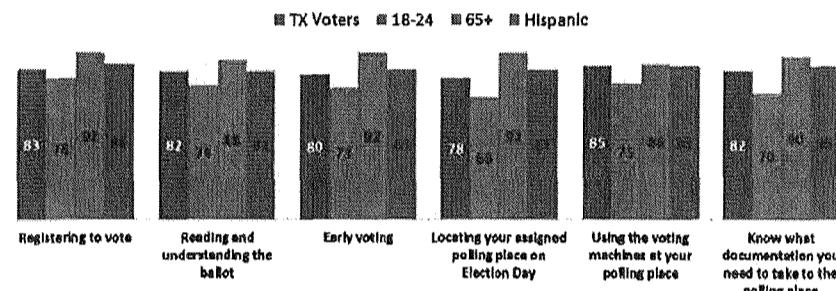


4/4/2014

YOUNG VOTERS ARE THE LEAST LIKELY TO FIND THE VOTING PROCESS EASY

- Young voters are the least likely audience to find any step of the process to be easy

EASE OF STEPS OF VOTING PROCESS
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today. Showing % Easy

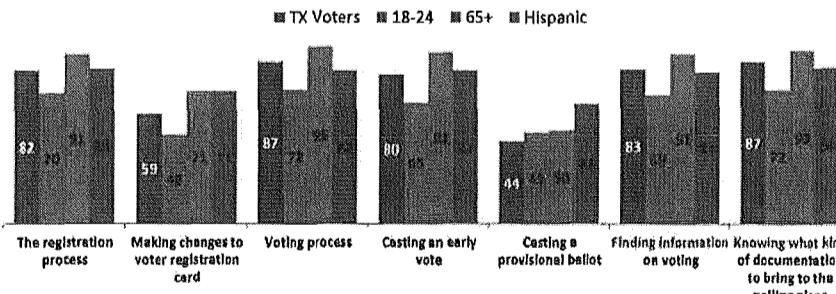


Source: Marist 17

YOUNG VOTERS ARE THE LEAST CONFIDENT WITH THE VOTING PROCESS

- Young voters are least confident with making changes to their voter registration card, finding information about voting and casting an early vote
- Voters across the board are not confident with casting a provisional ballot

CONFIDENCE WITH STEPS OF THE VOTING PROCESS
How confident are you about your knowledge of each of the following parts of the voting process?
Showing % Confident

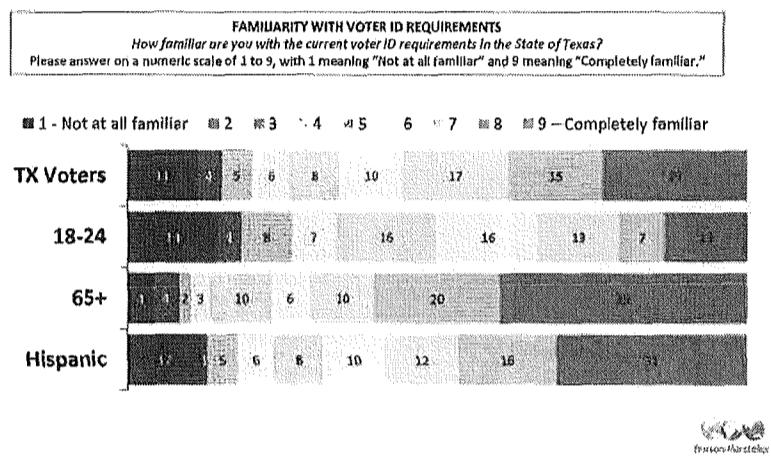


Source: Marist 18

4/4/2014

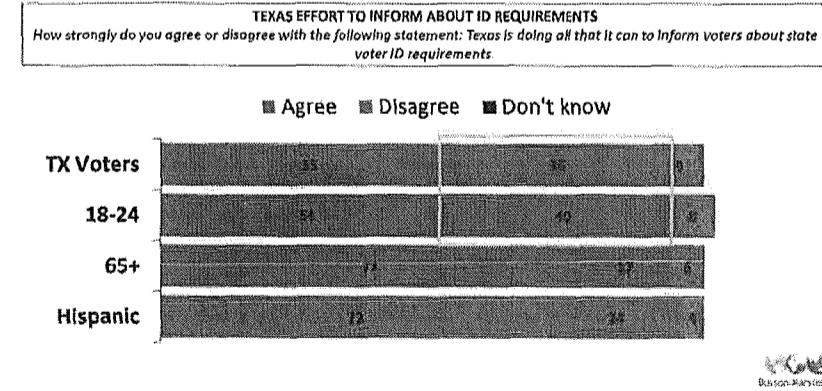
YOUNG VOTERS ARE LESS FAMILIAR WITH VOTER ID REQUIREMENTS

- Young voters are split on whether or not they consider themselves familiar with the current voter ID requirements in the state of Texas

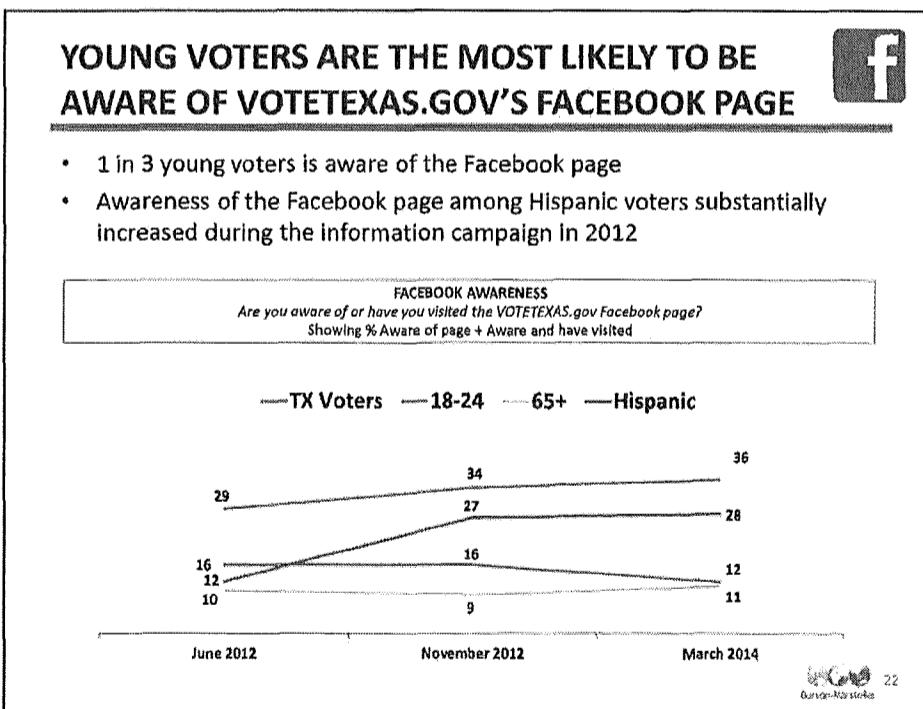
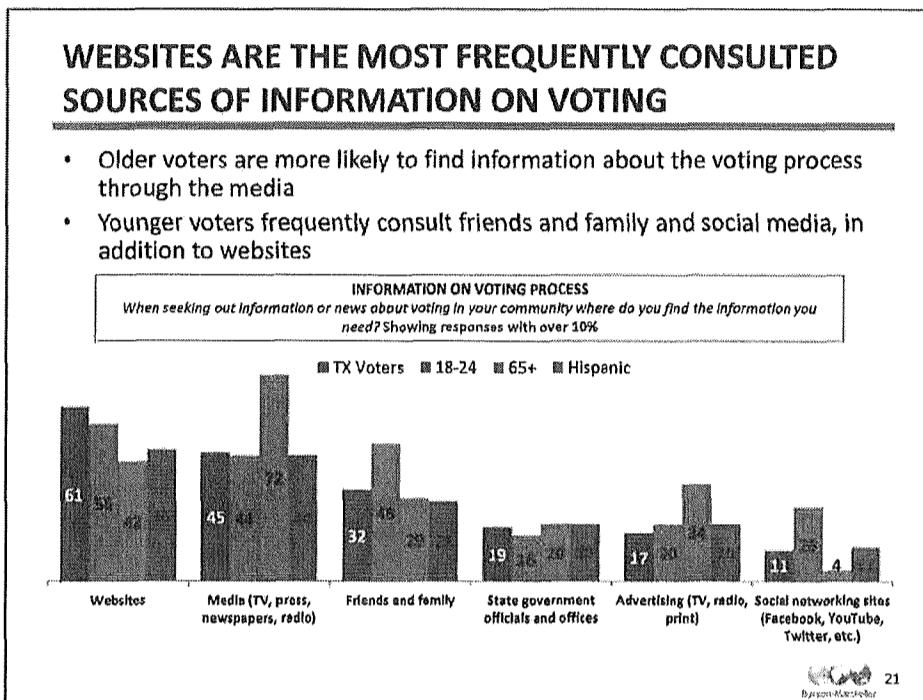


YOUNG VOTERS ARE SKEPTICAL TEXAS IS DOING ALL IT CAN TO INFORM VOTERS OF NEW ID REQUIREMENTS

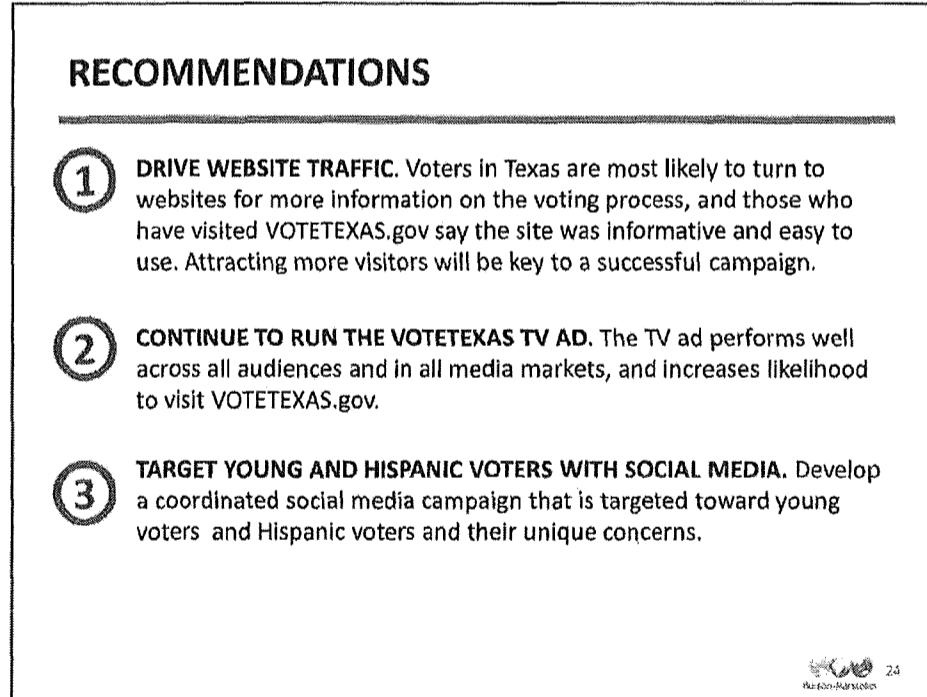
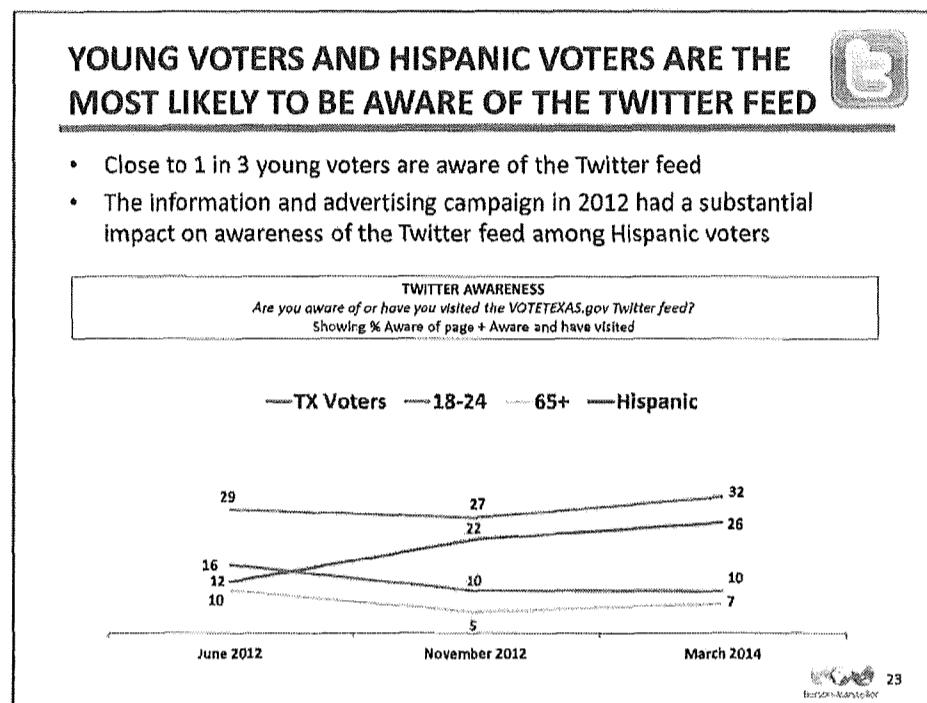
- Over half of voters in all audiences believe that Texas is doing all that it can to inform voters about state voter ID requirements
- General voters and young voters are more skeptical than older voters and Hispanic voters about the information awareness campaign



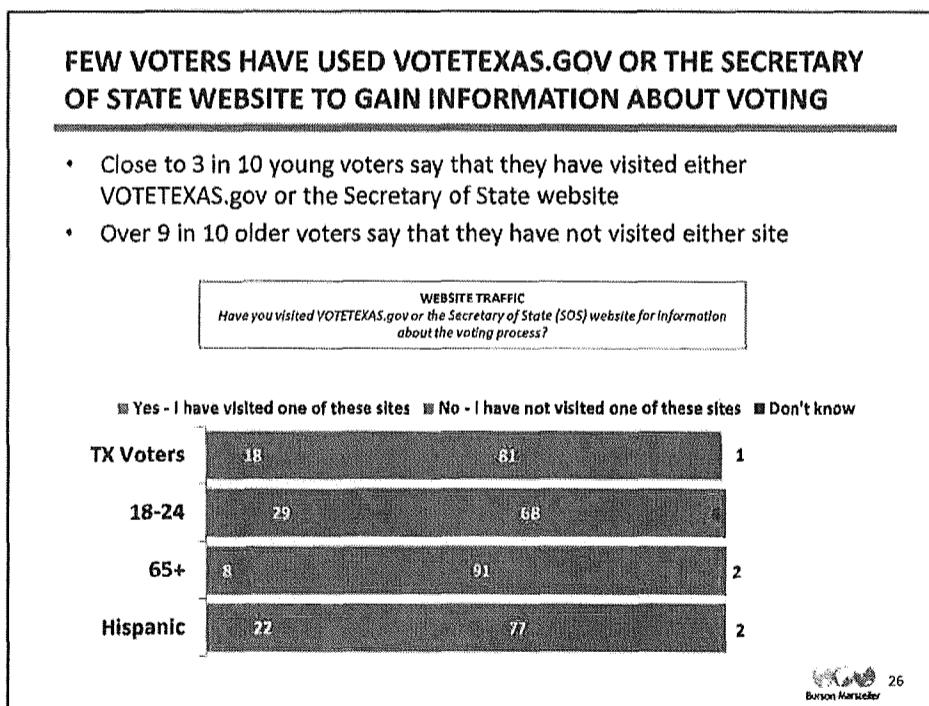
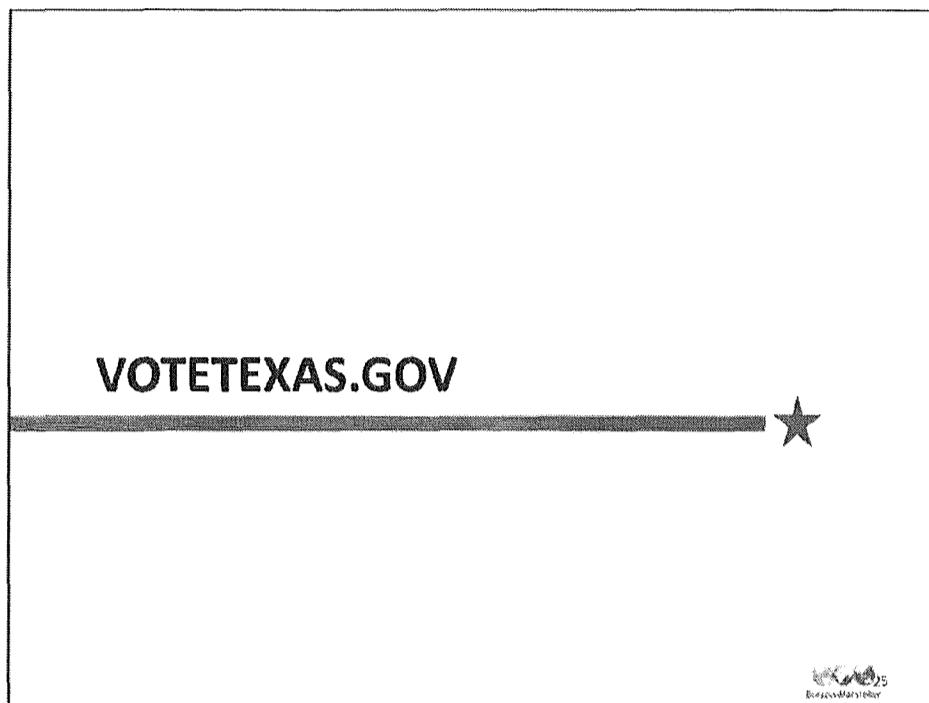
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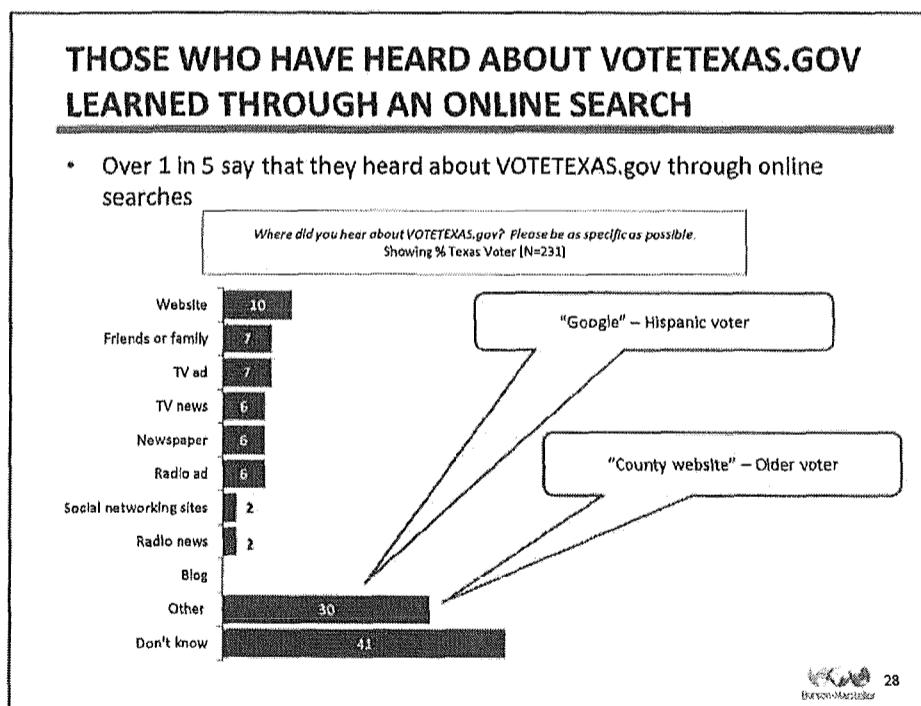
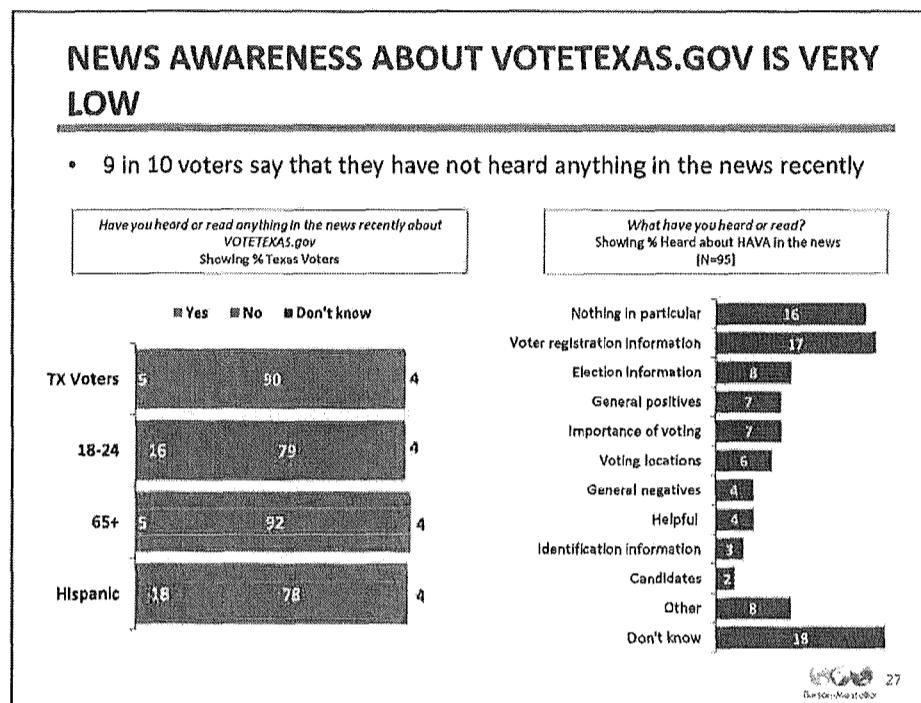
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VOTER GENERATED ACTIVITY ON SOCIAL MEDIA IS LOW

- Over 9 in 10 voters in Texas say that they have not been active on social media with regards to VOTETEXAS.gov

Please indicate if you have done any of the following	TX VOTERS	18-24	65+	HISPANIC
Tweeted or retweeted about VOTETEXAS.gov	1	4	0	4
Posted on Facebook about VOTETEXAS.gov	1	6	0	8
Sent reminder texts to friends about VOTETEXAS.gov	2	9	1	6
None of the above	95	86	98	85
Don't know	1	2	0	2

Bacon Research 29

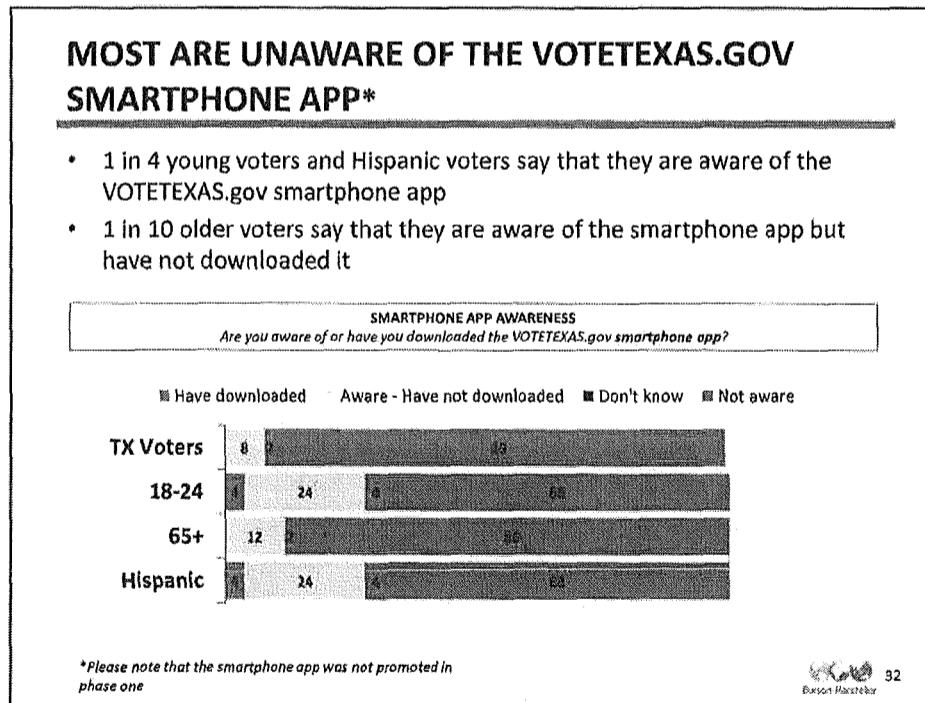
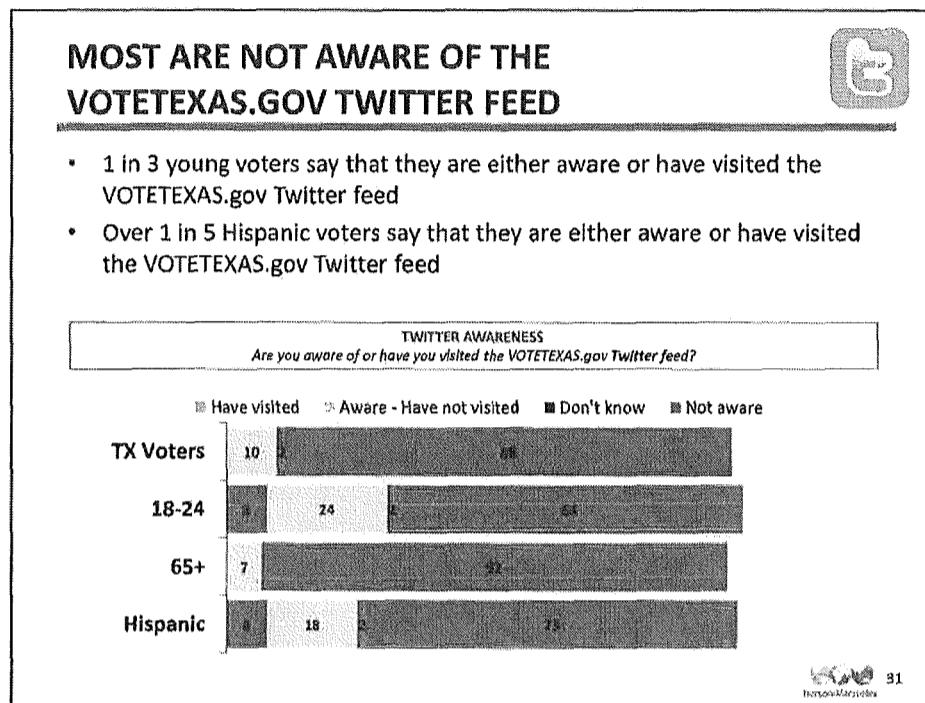
GENERAL AWARENESS ABOUT THE FACEBOOK PAGE IS LOW

- Over 1 In 3 young voters say that they are aware of the VOTETEXAS.gov Facebook page, over 1 in 10 say that they have visited the Facebook page
- Over 3 in 10 Hispanic voters say that they are aware of the Facebook page

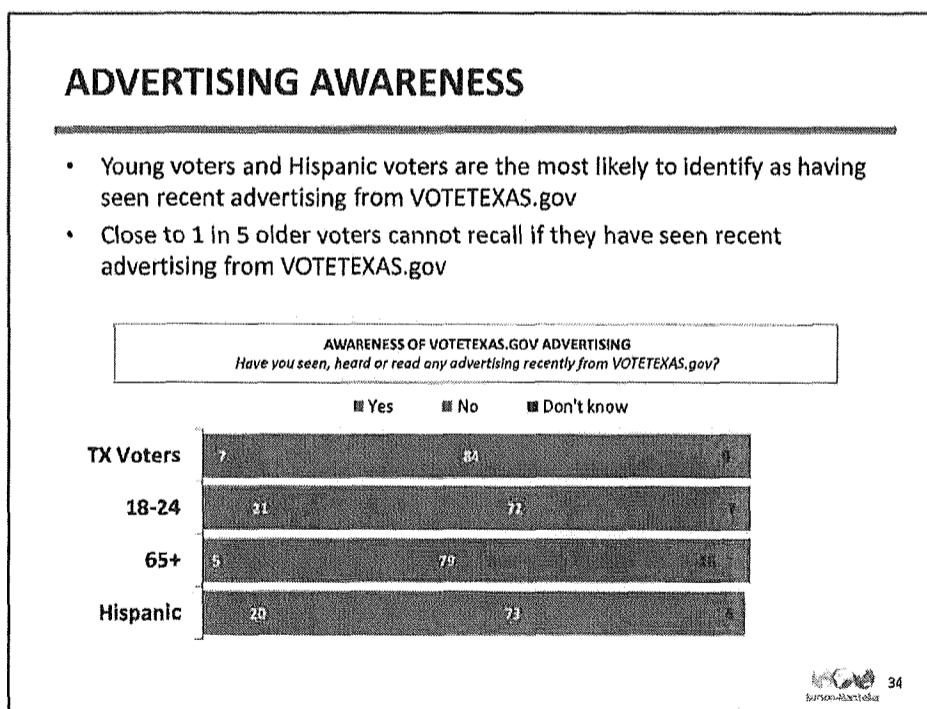
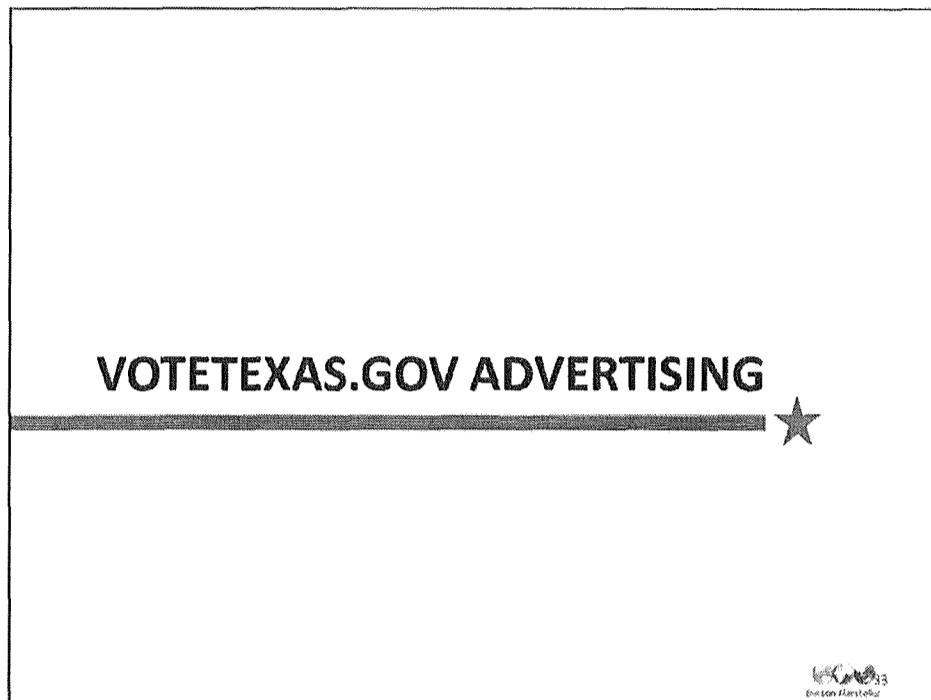
FACEBOOK AWARENESS			
Are you aware of or have you visited the VOTETEXAS.gov Facebook page?			
■ Have visited	■ Aware - Have not visited	■ Don't know	■ Not aware
TX Voters	11	38	51
18-24	12	24	64
65+	11	22	67
Hispanic	9	22	72

Bacon Research 30

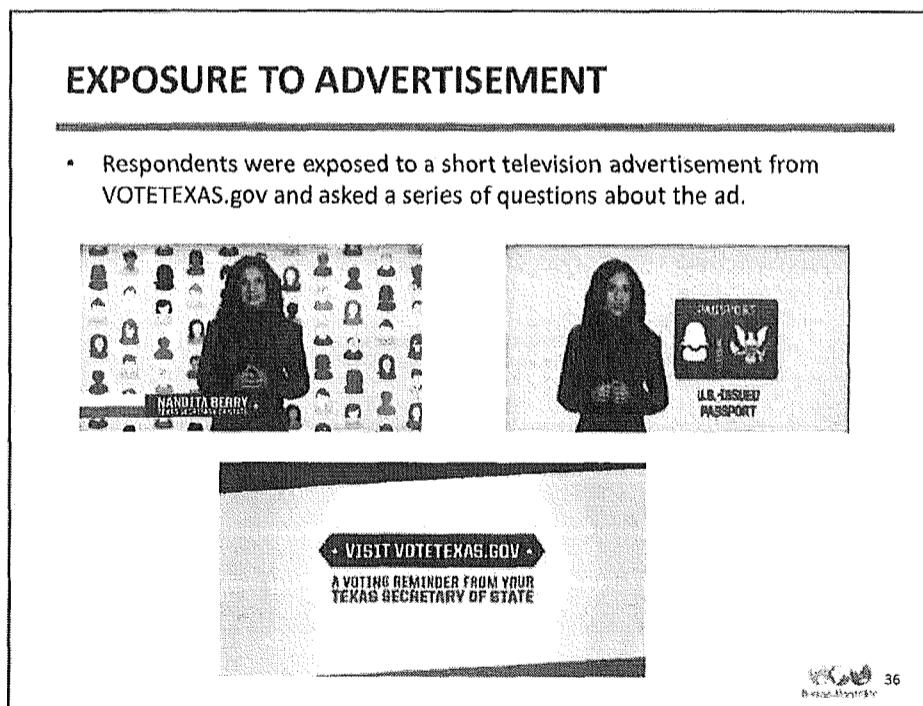
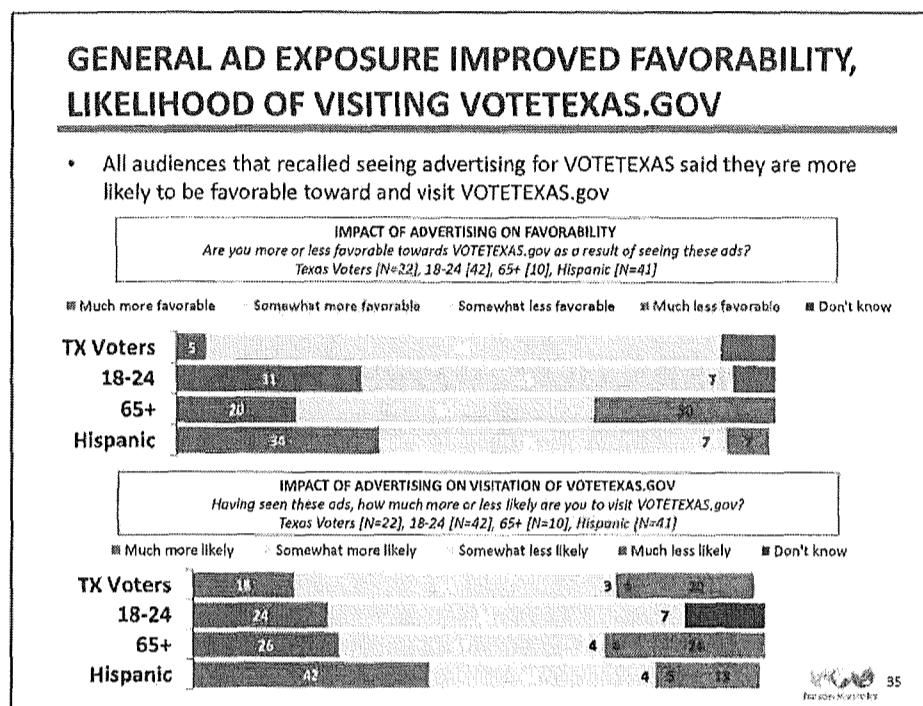
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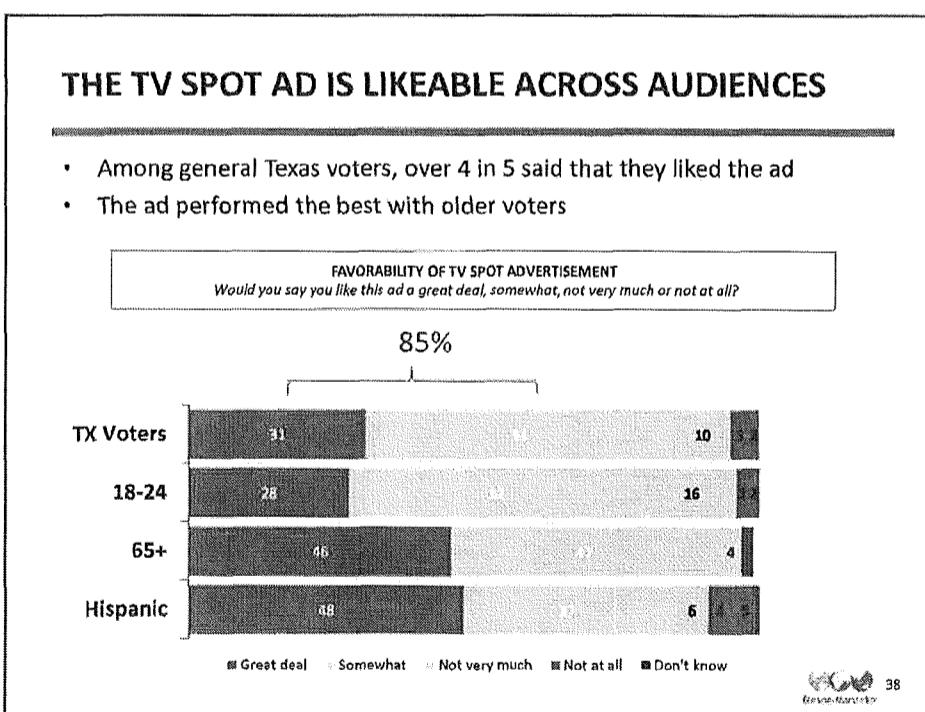
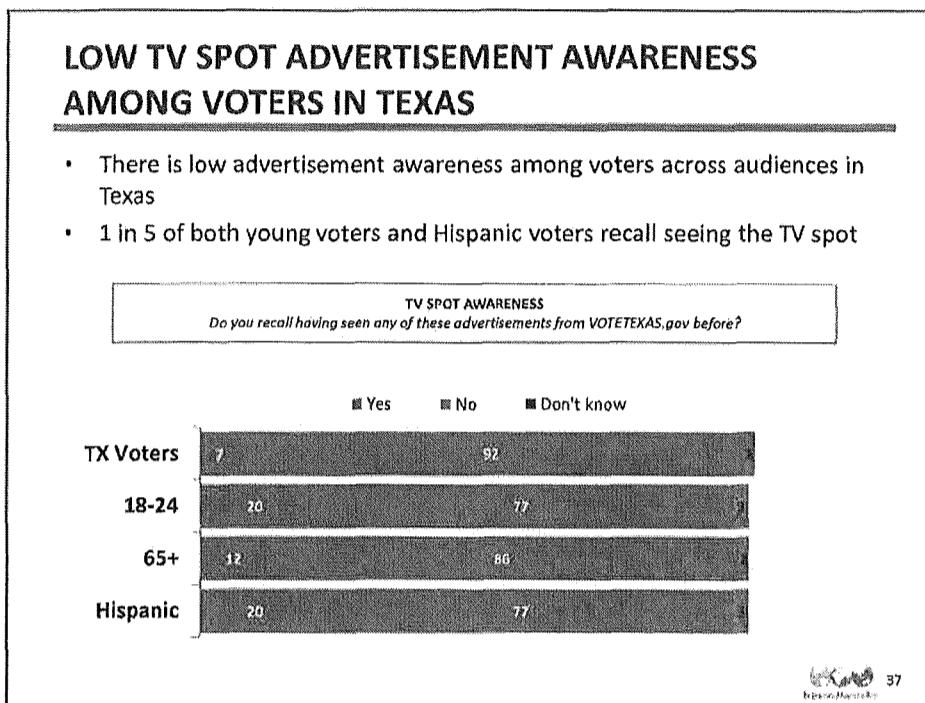
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VOTERS FIND THE AD INFORMATIVE, EASY TO UNDERSTAND AND RELEVANT

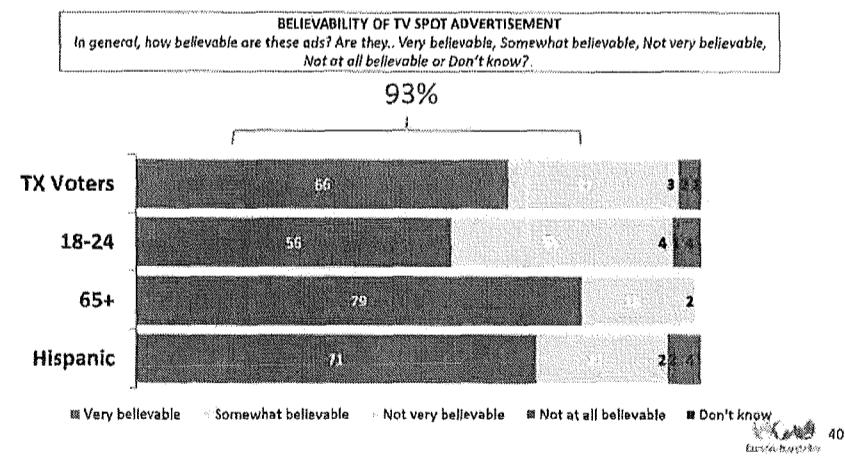
- Over 3 in 4 Texas voters said that the TV spot ad was informative and easy to understand
- At least half of voters in Texas across audiences thought that the ad was relevant

Which of the following words or phrases do you think apply to this ad? Please select all that apply	TX VOTERS	18-24	65+	HISPANIC
Informative	79	74	84	70
Easy to understand	76	70	82	68
Relevant	50	49	64	34
Attention-grabbing	15	19	29	28
Memorable	13	20	22	21
Unique	5	12	12	14
None of the above	6	4	2	6

WCR
Warren Communication

ACROSS AUDIENCES, TEXANS FOUND THE TV SPOT BELIEVABLE

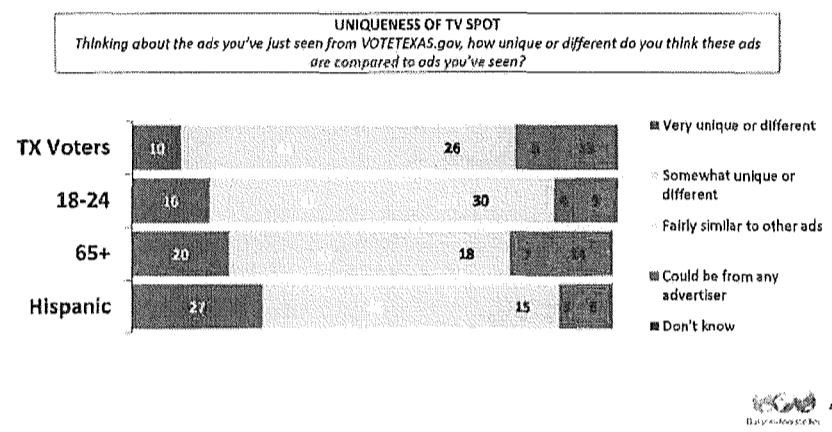
- Over 9 in 10 Texas voters found the TV spot believable
- Older voters and Hispanic voters were more likely to see the TV spot as very believable



4/4/2014

VOTERS FIND THE AD SOMEWHAT UNIQUE

- Over 2 in 5 voters in each audience found the TV spot as 'Somewhat unique or different' compared to ads that they've seen
- 3 in 10 young voters found the ad to be similar to other ads



MOST VOTERS SAW AD ON TV

- Most voters that were exposed to advertising from VOTETEXAS.gov saw television ads, website ads or heard radio ads
- Some also saw pieces about VOTETEXAS.gov in the newspaper

**Which types of advertising do you recall?
*Please select all that apply***

	TX VOTERS N=22	18-24 N=42	65+ N=10	HISPANIC N=41
Television	50	86	70	76
Website	32	31	10	46
Radio	32	14	0	17
Other	14	2	50	5
None of the above	0	0	0	0
Don't know	0	0	0	2

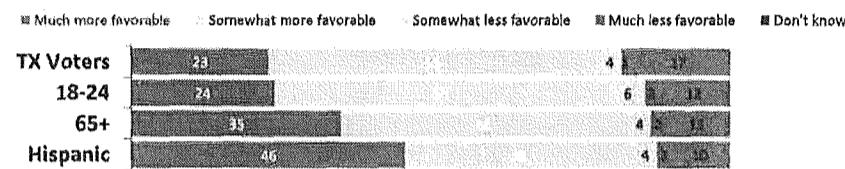
Bar chart by Breakaway Media

4/4/2014

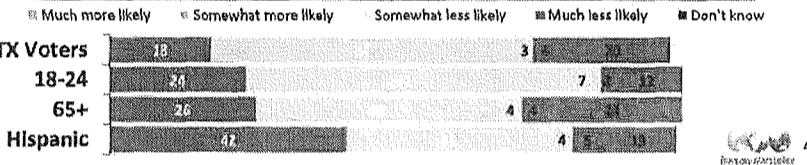
EXPOSURE TO THE TV AD IMPROVES FAVORABILITY AND CAN DRIVE WEBSITE TRAFFIC

- All audiences said that they are more likely to be favorable toward and more likely to visit VOTETEXAS.gov after seeing the TV ad

IMPACT OF ADVERTISING ON FAVORABILITY
Are you more or less favorable towards VOTETEXAS.gov as a result of seeing these ads?



IMPACT OF ADVERTISING ON VISITATION OF VOTETEXAS.GOV
Having seen these ads, how much more or less likely are you to visit VOTETEXAS.gov?



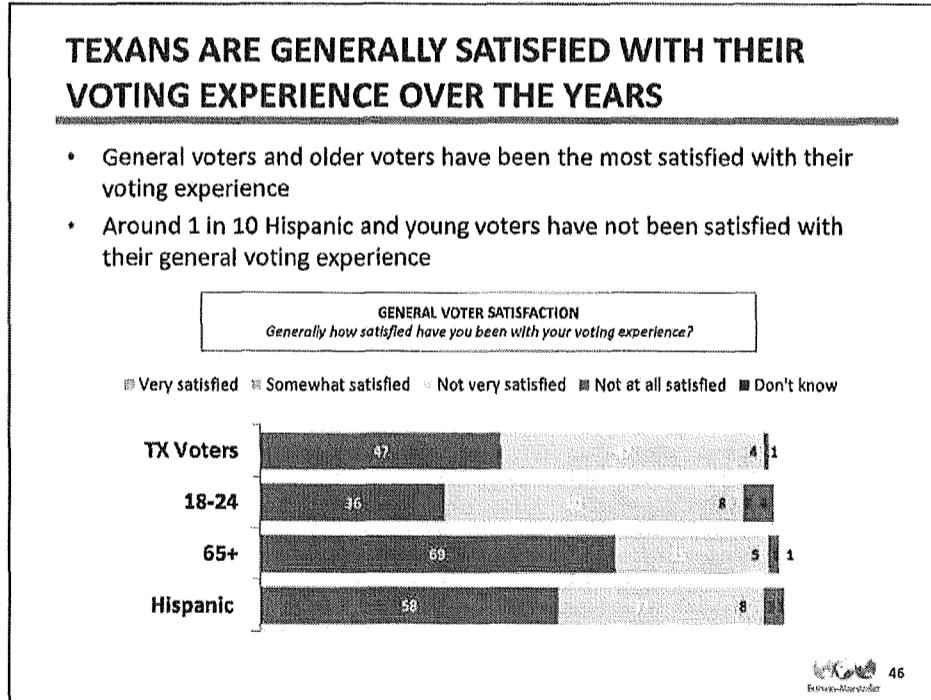
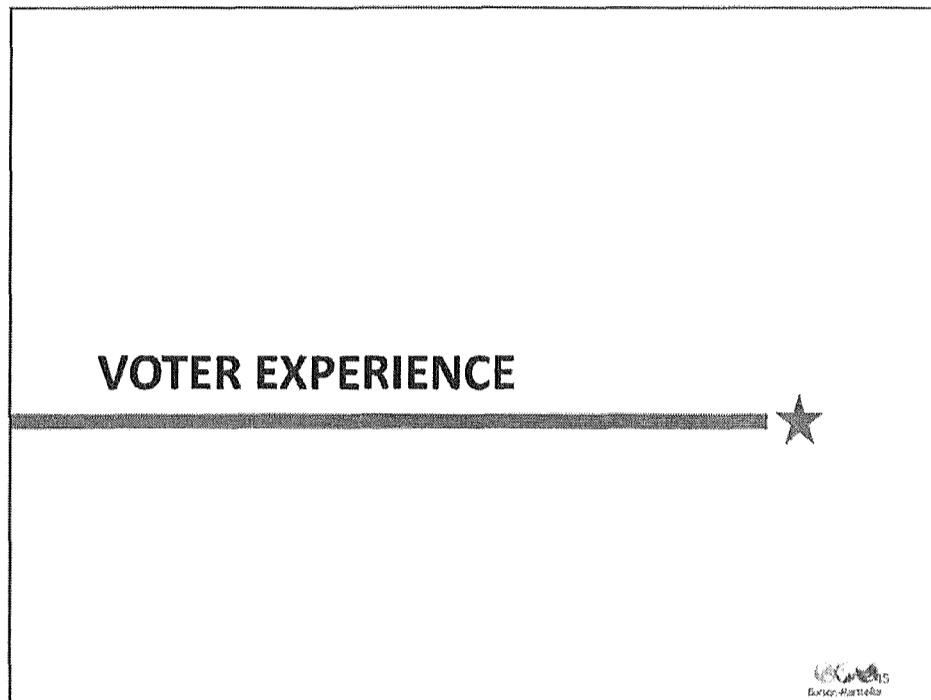
Bacon-Ganteler

APPENDIX



Bacon-Ganteler

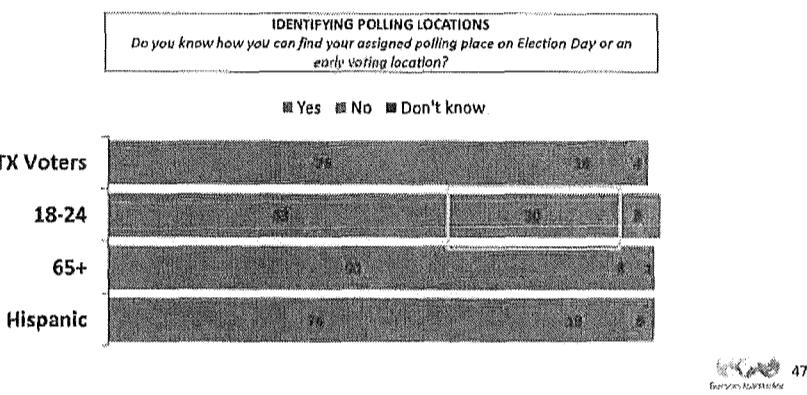
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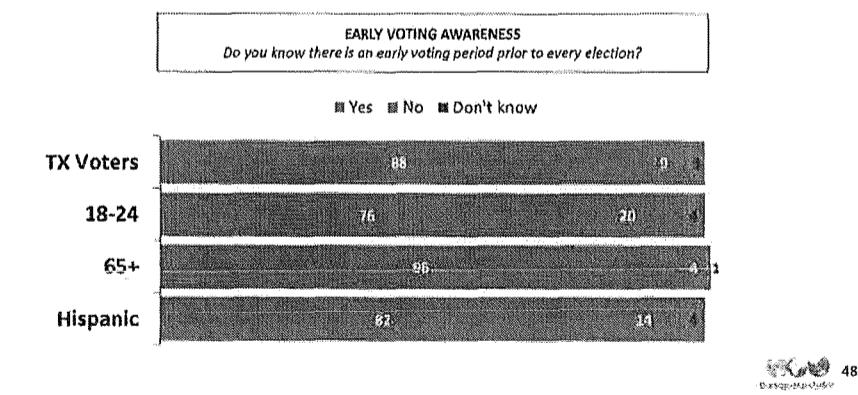
A SIZEABLE AMOUNT OF YOUNG VOTERS ARE UNSURE OF HOW TO LOCATE THEIR ASSIGNED POLLING LOCATION

- When it comes to identifying polling locations, older voters are the most informed
- 3 in 10 young voters do not know how to identify their closest polling location



THE MAJORITY OF VOTERS IN TEXAS ARE AWARE THAT THERE IS AN EARLY VOTING PERIOD

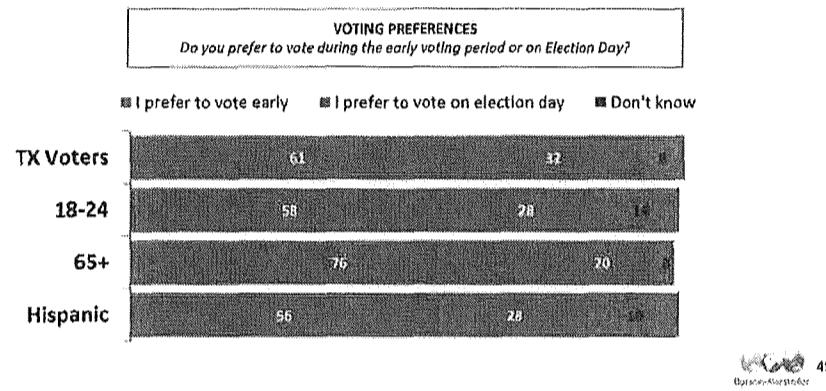
- Most voters across audiences are aware that there is an early voting period prior to every election
- 2 in 10 young voters were not aware of the existence of early voting periods



4/4/2014

MOST TEXANS PREFER TO VOTE EARLY

- Over 3 in 5 voters in Texas prefer to vote early
- 1 in 5 young voters and Hispanic voters prefer to vote on election day in addition to 1 in 10 among the same audiences that are unsure which method of voting they prefer



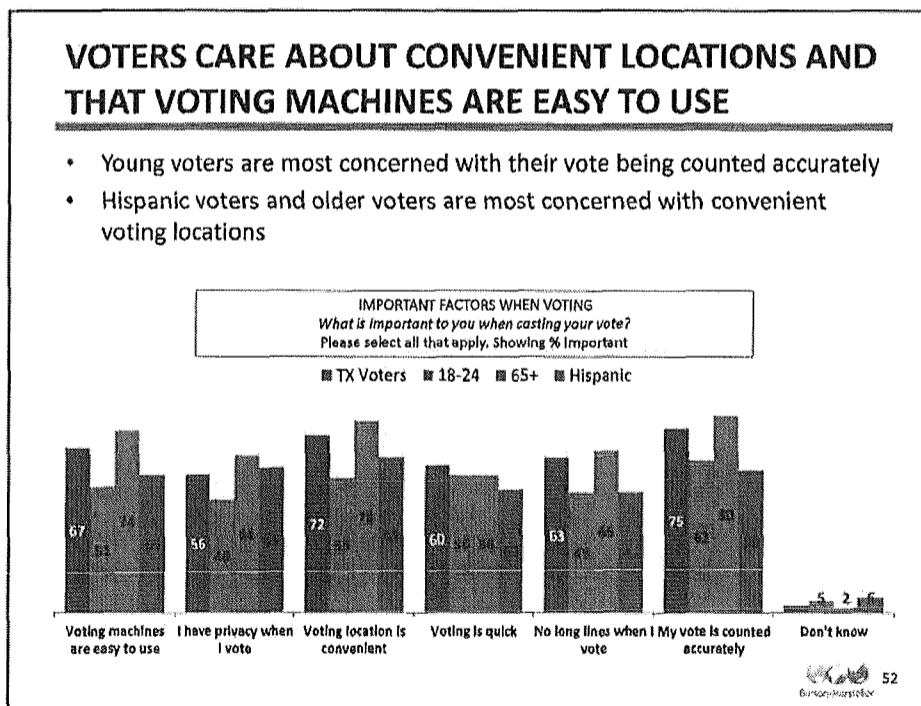
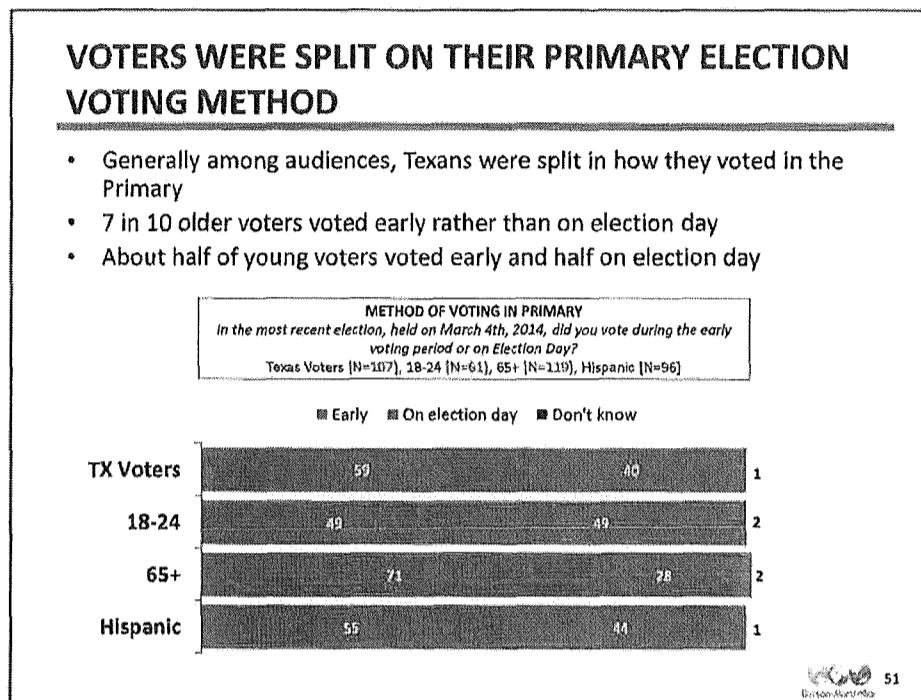
TEXANS PREFER TO VOTE EARLY BECAUSE THEY ANTICIPATE GREATER EASE IN THE PROCESS

- Over 3 in 4 voters in Texas say that they chose to vote early because they anticipate greater ease in the voting process
- 2 in 5 voters say that they prefer to vote early because it provides more flexible hours

Why do you prefer to vote early?	TX VOTERS N=182	18-24 N=116	65+ N=153	HISPANIC N=112
I anticipate greater ease in the process (less of a wait, less of a crowd, easier parking, etc.)	77	61	83	69
Flexible hours	43	47	26	39
Not sure if I will be available 7am to 7pm on Election Day	35	28	24	19
More convenient location options	31	36	27	45
Other	3	2	5	0
Don't know	0	0	0	0

Source: GfK

4/4/2014



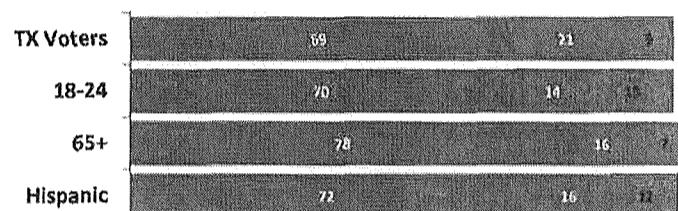
4/4/2014

MOST VOTERS SEE THE VOTING PROCESS AS FAIR AND ACCESSIBLE TO ALL TEXANS

- Over 2 in 3 voters across audiences say that voting is fair and accessible to all Texans
- Over 1 in 5 voters in Texas thinks that the voting process is not fair and accessible to all Texans

FAIRNESS AND ACCESSIBILITY OF PROCESS
Do you believe that the voting process is fair and accessible to all Texans?

Yes - The voting process is fair and accessible No - The voting process is not fair and accessible Don't know



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KRC/Karsh/Karpelis

SOME TEXANS THINK THE VOTING PROCESS IS NOT FAIR AND ACCESSIBLE TO ALL TEXANS BECAUSE...

Voter photo ID laws limit those who cannot afford access to necessary resources

"Requiring an ID with a photo may not be easy for less fortunate people to obtain, but they should still be able to vote"
- Hispanic voter

"People don't all have access to information and don't know how to get documentation"
- Older voter

"The new laws that require ID cards make the process harder for poorer citizens who cannot afford licenses."
- Texas voter

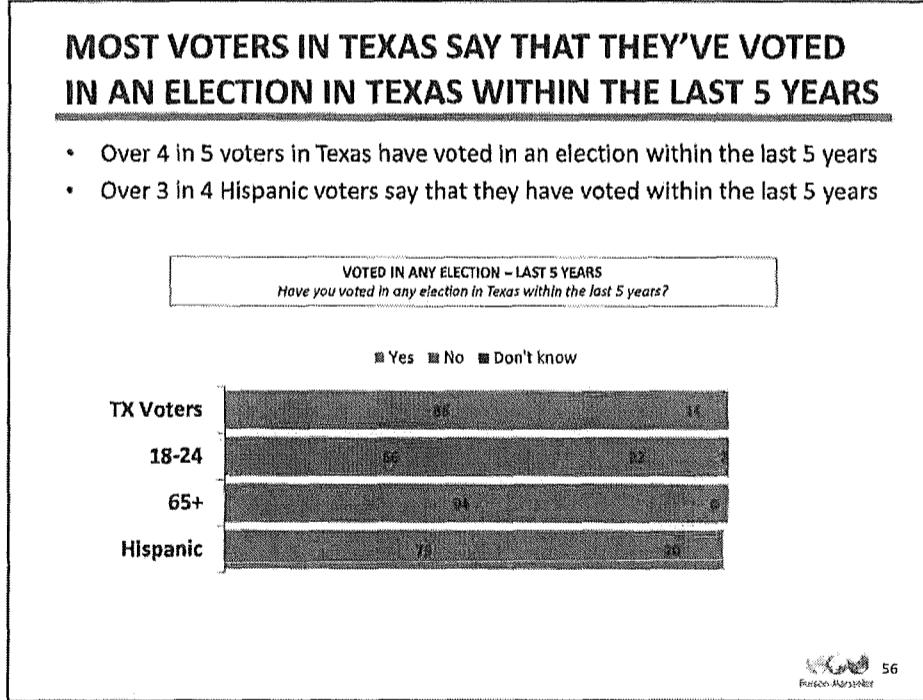
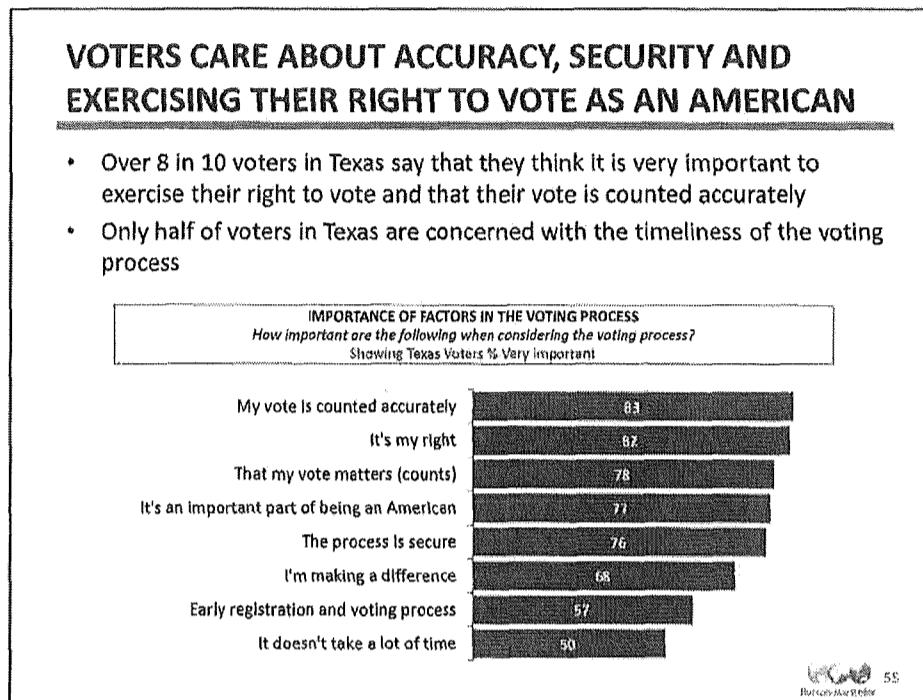
Polling locations and procedures limit populations from completing the voting process

"Certain areas do not have enough polling locations, leading to very long waits, and causing some to not vote. Because these are generally minority areas, this gives the impression that, the State of Texas is trying to discourage minority voters."
- Texas voter

"The timing that voting is open is not fair to those of us who work full time as well as attend school full time"
- Young voter

 54
KRC/Karsh/Karpelis

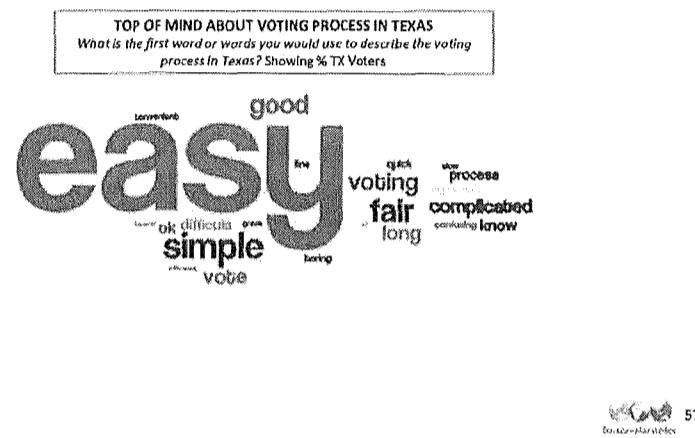
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TEXANS FIND VOTING TO BE EASY

- A small amount compare voting with being “complicated” and “difficult”

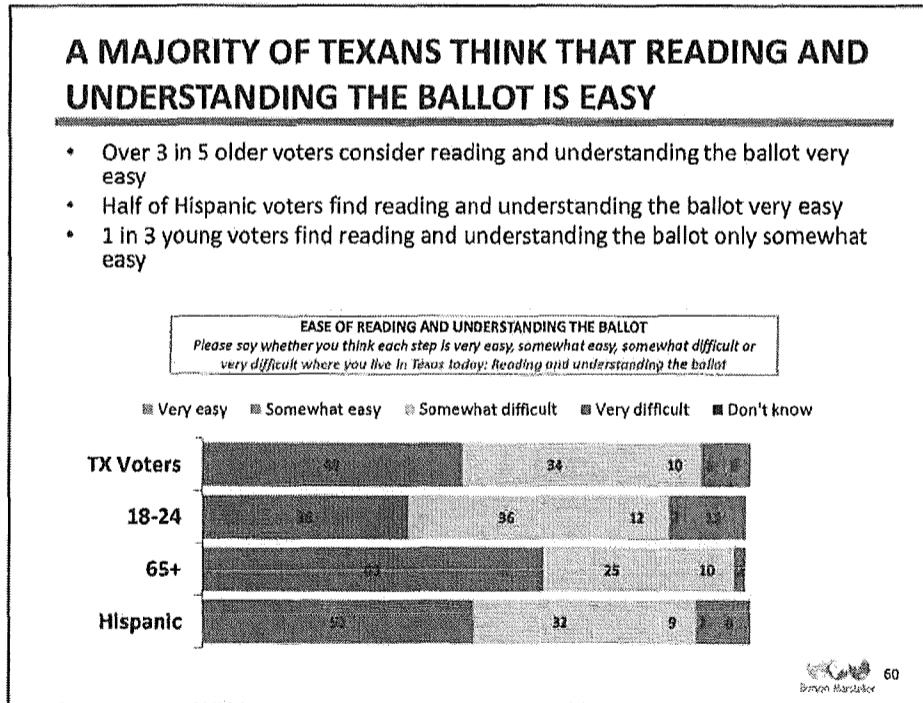
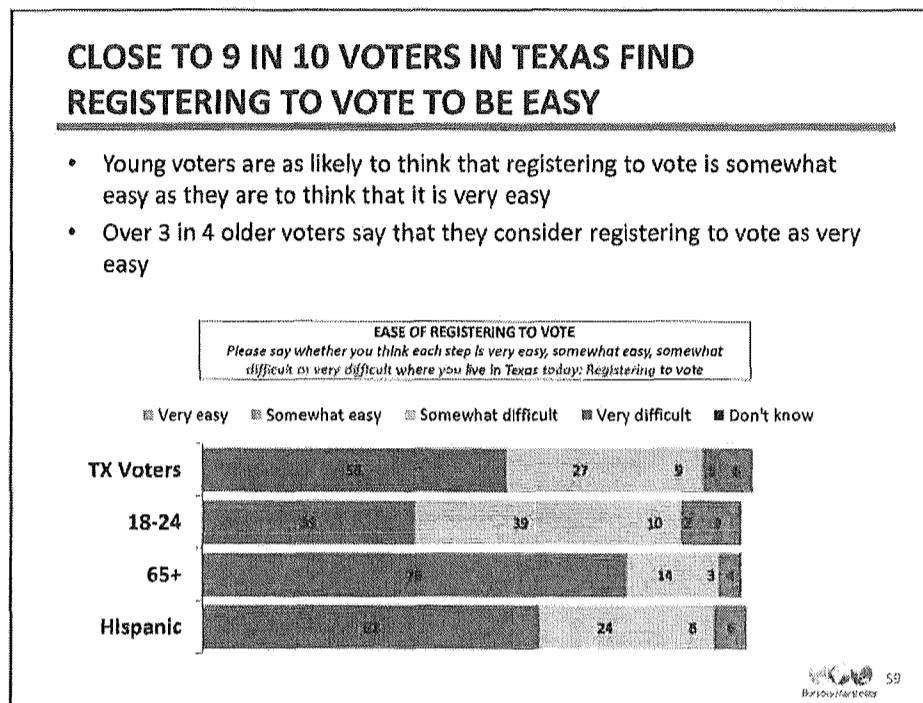


MOST VOTERS ARE MOST CONCERNED WITH ACCURACY AND SECURITY

- Young voters are the most concerned with the security of the voting process
- Older voters care most about their right to vote being tied to being an American

How important are the following when considering the voting process? Important/Not important Ranked by TX Voters	TX VOTERS	18-24	65+	HISPANIC
My vote is counted accurately	97/2	87/10	97/2	91/4
It's my right	97/3	90/6	96/3	92/4
I'm making a difference	95/3	85/12	94/4	88/8
The process is secure	96/3	90/7	97/2	90/4
That my vote matters (counts)	95/4	88/10	96/4	91/4
Early registration and voting process	93/6	84/12	94/4	89/7
It's an important part of being an American	92/7	85/12	97/2	87/8
It doesn't take a lot of time	86/12	83/14	87/12	85/11

4/4/2014

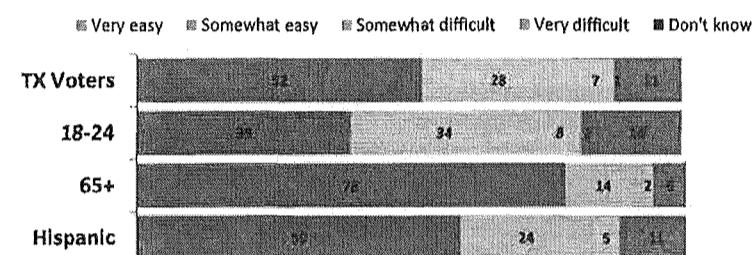


4/4/2014

EARLY VOTING IS GENERALLY CONSIDERED AS EASY

- Young voters are the least likely to consider early voting as very easy
- 8 in 10 voters in Texas finding early voting to be easy

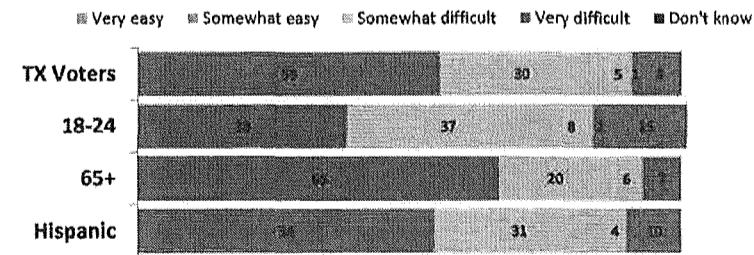
EASE OF EARLY VOTING
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today: Early voting


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TEXANS FIND USING VOTING MACHINES TO BE EASY

- Over half of general Texas Voters and Hispanic voters consider using voting machines to be very easy
- Close to 2 in 5 young voters consider using voting machines to be somewhat easy

EASE OF USING VOTING MACHINES AT YOUR POLLING PLACE
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today: Using the voting machines at your polling place


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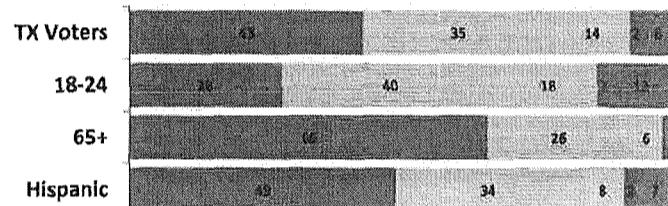
4/4/2014

THERE IS SMALL CONFUSION REGARDING HOW TO DETERMINE AN ASSIGNED POLLING PLACE

- Young voters are the least likely to consider locating their assigned polling place on Election Day as very easy.
- 1 in 3 general Texas Voters and Hispanic Voters find locating their assigned polling place as only somewhat easy

EASE OF LOCATING YOUR ASSIGNED POLLING PLACE ON ELECTION DAY
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today. Locating your assigned polling place on Election Day

■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult ■ Don't know



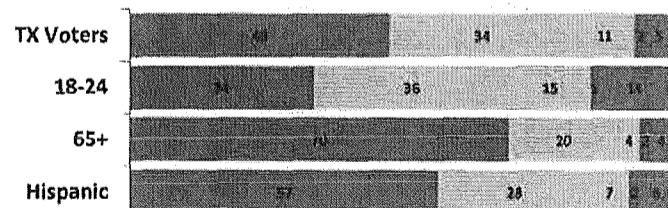
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MOST TEXANS FIND DETERMINING NECESSARY DOCUMENTATION TO VOTE AS EASY

- Young voters ages are the least likely to think that knowing what documentation is accepted at their polling place is very easy
- Close to 3 in 5 Hispanic voters consider knowing what documentation is accepted at their polling place to be very easy

EASE OF KNOWING WHAT DOCUMENTATION YOU NEED TO TAKE TO THE POLLING PLACE
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today. Know what documentation you need to take to the polling place

■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult ■ Don't know



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